## ORDER

Orders Order / Rev: 37242

Alt Order #: 08863981

Product Desc: Issue Estimate: 1770

Flight Dates: 09/13/12 - 09/22/12

Original Date / Rev: 09/12/12 / 09/12/12

Order Type: **GENERAL**  KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

National Sales Region:

Agency

Name:

**Waterfront Strategies** 

**Buying Contact:** Billing Contact:

1010 Wisconsin Avenue

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle:

Agency Commission:

15%

EOM/EOC

Advertiser

Name:

**Patriot Majority** 

Demographic: A35+

Product Codes:

Priority: Revenue Codes:

PO4 LV1

AGY, POL, ISS

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
08/27/12	09/21/12	15	\$29,700.00	\$25,245.00		

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
September 2012	15	\$29,700.00	\$25,245.00		
Totals	15	\$29,700.00	\$25,245.00	0.00	

00:15:00

## **Account Executives**

Sales Office Sales Region Start Date / End Date Order % Account Executive 100% Start Of Order - End Of Order Mike Jones

Order Share	Share	Total		
KLAS	30%	\$29,700.00		
Market	100%	\$99,000.00		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$24,750.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$4,950.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	09/14/12	09/14/12	CBS This Mornin	•	7-9a	F	:30	1	\$800.00LV1	0.00 NM	1	\$800.00
	CBS T	THIS MORN	IING	ODO TINO MOTIM	19								
	St	tart Date	<b>End Date</b>	<u>Weekdays</u>	Spots/Week	Rate	Rating						
٧	Veek: 0	9/10/12	09/16/12	F	1	\$800.00	0.00				43		
E 2	8	09/16/12	09/16/12	CBS News Sund CBS News Sund		CBS Sunda	y MorniS	:30	1	\$2,000.00LV1	0.00 NM	1	\$2,000.00

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Order / Rev:

37242

Advertiser:

Estimate:

**Patriot Majority** 

Alt Order #: Flight Dates: 08863981

09/13/12 - 09/22/12

Product Desc: Issue

1770

KLAS

Ln Ch Start End CBS NEWS SUNDAY MORN	•	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/10/12 09/16/12	S 1	\$2,000.00	0.00					
E 3 8 09/14/12 09/14/12	Live w/Kelly CM	9-10a	F	:30	1 \$750.00LV1	0.00 NM	1	\$750.00
	Live With Regis & Kelly							
LIVE! WITH KELLY								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating		1			
Week: 09/10/12 09/16/12	F 1	\$750.00	0.00		<del> </del>			
E 4 8 09/14/12 09/14/12	8 News Now Noon M-F CM	12-1230p	F	:30	1 \$750.00LV1	0.00 NM	1	\$750.00
A NEW NOW AT NOON	8 News Now Noon M-F							
8 NEWS NOW AT NOON	NA Indones - Constant Attack	Data	Datina					
Start Date End Date Week: 09/10/12 09/16/12	Weekdays Spots/Week	<u>Rate</u> \$750.00	Rating 0.00					
	<u>-</u>		S-	:30	1 \$2,000.00LV1	O OO NM	1	\$2,000.00
E 5 8 09/15/12 09/15/12	8 News Now Sat 5-7p CM 8 News Now Sat 5-7p	5-7p	5-	.30	1 \$2,000.00LV;	U.UU INIVI	•	\$2,000.00
8 NEWS NOW AT 5PM-SAT	6 News Now Sat 5-7p							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/10/12 09/16/12		\$2,000.00	0.00					
E 6 8 09/19/12 09/19/12		8-930p	W	:30	1\$16,000.00LV1	0.00 NM	1	\$16,000.00
2 0 0 00/10/12 00/10/12	Survivor: Philippines	О ОООР	••			0.00	•	V.0,000.00
SURVIVOR								
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12		16,000.00	0.00					
E 7 8 09/17/12 09/21/12	CBS This Morning 7-9a CM	7-9a	MTWTF	:30	2 \$800.00LV1	0.00 NM	2	\$1,600.00
	CBS This Morning							
CBS THIS MORNING								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/17/12 09/23/12	MTWTF 2	\$800.00	0.00		!			
E 8 8 09/17/12 09/21/12	Live w/Kelly CM	9-10a	MTWTF	:30	3 \$750.00LV1	0.00 NM	3	\$2,250.00
	Live With Regis & Kelly				·			
LIVE! WITH KELLY								
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12	MTWTF 3	\$750.00	0.00					
E 9 8 09/17/12 09/21/12	8 News Now Noon M-F CM	12-1230p	MTWTF	:30	3 \$750.00LV1	0.00 NM	3	\$2,250.00
8 NEWS NOW AT NOON	8 News Now Noon M-F							
	Weekdays Spots/Week	Pata	Rating					
Start Date End Date Week: 09/17/12 09/23/12	Weekdays Spots/Week MTWTF 3	<u>Rate</u> \$750.00	0.00					
	8 News Now 5-630p M-FCM	5-630p	MTWTF	:30	1 \$1,300.00LV1	0.00 NM	1	\$1,300.00
L10 0 09/1/112 09/21/12	8 News Now 5-630p M-F	0-000p	er wite 2.2	.00	. WI,000.00EVI	. 0.00 14101	l '	ψ1,500.00
8 NEWS NOW ROTATION								
Start Date End Date	Weekdays Spots/Week	Rate	Rating				Ì	
Week: 09/17/12 09/23/12		\$1,300.00	0.00					
						Totals	15	\$29,700.00